

ADMINISTRATIVE — INTERNAL USE ONLY

3 APR 1970

MEMORANDUM FOR: Assistant Deputy Director for Support

Jack:

For the record, at our meeting late yesterday, 2 April, we agreed on the following schedule for action on Mr. Houston's award:

10 April - D/Pers memos to Deputies and
ExDir re ticket sales

13 April - Agency Notice
Bulletin Boards
Start ticket sales

23 April - Close of ticket sale in Agency

27 April - Final on tickets to NCSL
Place the display in Front Corridor

8 May - Banquet

You or the Executive Director will take action for the Director's regrets on the banquet.

SIGNED

**Robert S. Wattles
Director of Personnel**

Distribution:

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OD/Pers/RSWattles:mtw (3 Apr 70)

ADMINISTRATIVE — INTERNAL USE ONLY

1 APR 1970

MEMO TO: C/BSD

Two gentlemen from Agriculture will be in Mr. Houston's office
at 1:30 p.m. Friday, 3 April 1970, for the filming.

Coatz

STATINTL

Approved For Release 2001/09/04 : CIA-RDP84-00313R000200260015-6

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Notes on Meeting 31 March 1970
to Discuss Filming of Award Winners

Couturier started off by covering the two ideas he had this year to achieve more nationwide publicity on the League, its purpose, and the award winners.

a. He mentioned the effort to secure time on network T.V., e.g., The Today Show, and the work being done by the public relations film in coming up with ideas.

b. He then talked about the film clips. If this turned out well, the assembled film of all of the clips could be used on T.V., in schools, as a recruiting document for the several agencies involved, etc.

The meeting then got right to the point of the film clip.

The Agriculture man in charge is:

Martin Lobdell
code 111 - 6072 or Dupont 8 - 6072

Lobdell indicated that he would need a purchase order and he estimated the cost of the film clip at from \$600 to \$800. He asked that purchase orders estimate the cost at \$700 but to leave them open-ended. The purchase order should read "for production services to prepare a 16 millimeter color film" on our award winner.

The purchase order should be directed to the United States Department of Agriculture, Office of Information, Motion Picture Service, Washington, D. C., 20250.

The time schedule is real tight. Lobdell's deadline for submission to the League of all of the edited clips is 15 April. This means that each winner must be available within the next week.

Lobdell asked that when we get in touch with the award winners, he should plan to set aside a half day (although it should take less) for the filming.

Lobdell's approach will be first to set up a preliminary meeting with the winner. At this session they will decide where the film will be taken, when, and generally what the substance of the clip will be. If we have any ideas of our own, we should send them to Lobdell as soon as possible.

The shooting team will consist of three men.

STATINTL

We were asked to supply the name of the contact point (I gave [REDACTED], the name of the winner and his office location. I did so.

Couturier talked about a taperecording that will be made during the presentation of the award and the reading of the citation after the meeting. Agriculture will experiment with placing this narration on the film clip. It is recognized that this may not turn out to well.

Couturier also indicated his tentative plans to have some movie film taken at the banquet, with cost to be pro-rated among the several agencies. Several of us indicated that we reserved for later discussion and decision whether we wish to participate and bear some of this cost. This is not a firm plan, but rather just another of Couturier's ideas.

31 MAR 1970

NOTE TO: C/BSO

STATINTL

[REDACTED] called today and said that Mr. Houston has no outside invitations he wishes to submit to the NCSL. He and his wife are going to entertain their friends privately. Since he considers Washington, D. C., his domicile, there are no Senators or Congressmen for him to name.

He would like us to order tickets for his daughter, Deborah Jean Houston, and for Janet and her Husband,

STATINTL

[REDACTED]. As I understood her, though, she will come up with the \$30 for the two of them.

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31 MAR 1970

MEMORANDUM FOR: Deputy Director for Support

SUBJECT : National Civil Service League Career Service
Award -- Mr. Lawrence R. Houston

1. This memorandum is for information only.

2. A dinner honoring the winners of the National Civil Service League (NCSL) Career Service Award will take place at 7:30 p.m. Friday, 8 May 1970, at the Washington Hilton Hotel. It will be preceded by a reception and cash bar at 6:30 p.m.

3. Last year the NCSL indicated that they wished as many as 2000 people to attend the awards ceremony with a minimum of 150 from each agency having an employee being honored. (136 Agency employees attended the ceremony last year.) This year the NCSL has not specified any number although I am sure they expect the agencies concerned to do as much as possible to encourage employees to attend.

4. Using last year's experience in part as a guide, we propose that the following action be taken both to publicize Mr. Houston's award and to encourage Agency employees to honor Mr. Houston by attending the awards ceremony.

a. The Director be asked to discuss the awards dinner at his morning meeting. If he does, I will send memoranda shortly thereafter to each of the Deputy Directors and the Executive Director urging their prompt indication of reservations desired. We will also ask them to select an individual to be responsible for coordinating ticket reservations with a representative of this Office. Reservation forms will be distributed to the individuals designated to assist in the Directorates. We will be in touch directly with Mr. Houston concerning invitations he may wish to make to his non-Agency friends.

b. Announcements be made at all Senior Staff Meetings.

c. A notice be sent to all employees announcing Mr. Houston's selection as an award winner this year, and pertinent information concerning his achievements (draft attached).

d. Appropriate posters with a picture of Mr. Houston be displayed on all bulletin boards. Last year the NCSL prepared a suitable poster but none is available this year. If this suggestion is accepted, we will arrange for a suitable poster to be prepared.

e. A main entrance display as done last year.

5. As you know, the NCSL this year has requested that a film clip be made of each award winner. Representatives of the Department of Agriculture have expressed their willingness to prepare the film clip for each award winner at a cost of approximately \$600 per film clip. We have already informed the NCSL of our preference to have Agriculture prepare the film clip and we will be expected to pay the fee. In conversations with the NCSL representative today, we learned that a final decision on the film clip and how it will be prepared has not been made since other agencies have not yet expressed themselves. A meeting to resolve this item is planned for 31 March. We will attend and will report the results to you immediately.

6. We have forwarded to you for review a statement for the Director's use should he decide to discuss Mr. Houston's award at a morning meeting. In the next few days we will be forwarding statements requested by the NCSL by 22 April: one is a proposed citation to be read when Mr. Houston receives the award at the ceremony; the other is a short statement to be used by the Director when he introduces Mr. Houston at the ceremony.

/s/ Robert S. Wattles

Robert S. Wattles
Director of Personnel

Att

Distribution:

O & 1 - Addressee
1 - D/Pers
1 - DD/Pers/SP
1 - C/BSD
1 - FDC/BSD
STATINTL

ODD/Pers/SP/ [REDACTED] :jas (30 Mar 70)

HEADQUARTERS EMPLOYEE BULLETIN

NATIONAL CIVIL SERVICE LEAGUE CAREER SERVICE AWARDS

1. The National Civil Service League's Career Service Awards Program was initiated to strengthen the public service by bringing national recognition to significant careers in the Federal service. Each year the League grants awards to ten federal career employees who exemplify in an outstanding manner the primary characteristics of the career service.
2. Mr. Lawrence R. Houston, General Counsel, has been chosen for one of the ten awards granted by the National Civil Service League this year. In nominating Mr. Houston, the Director of Central Intelligence said in part, "During more than two decades of service, Mr. Houston has compiled a record of achievement so extraordinary that, joined with his devotion and thorough dedication, he has become a key adviser to me as to all other Directors of Central Intelligence. Unquestionably the effects of his panoramic contributions to the Agency and to our country will endure. They will remain as witness to his expertise, to his character, and to his superlative capacity in responding to the challenges of our national security and the dramatic times in which we live."

3. The following are additional comments made by the Director in nominating Mr. Houston for this award.

Prior to World War II, Mr. Houston was well established in a private legal career. With the war he entered military service, was commissioned in the Army JAG and served with OSS. At war's end, he returned to OSS Headquarters and was at once involved in the preparatory planning for a centralized intelligence organization.

Demonstrating the highest degree of professional skills, Mr. Houston created the legislative design for the Agency that was incorporated in the National Security Act of 1947. An equally remarkable achievement was the creation of the Central Intelligence Agency Act of 1949. Mr. Houston designed the legal tools that would enable an intelligence organization to function effectively, and the artisanship of these legal instruments is so superior that no changes have been made.

The legal executive behind the U-2 story and the Francis Gary Powers saga again was Lawrence Houston. Beginning with the unique aircraft procurement contract, he applied his legal skills and ingenuity to the program. The U-2 program over Russia ended on 1 May 1960 when Powers was captured. Behind the scenes Mr. Houston was fully engaged in the unique aspects of international law which were involved. After Powers' trial and imprisonment, Mr. Houston oversaw negotiations which brought about the exchange of Powers for Rudolf Abel, a convicted Russian spy, and also

devised the means to resolve the many questions concerning the crash of the U-2 and the conduct of Powers during his mission and trial.

During recent years the Agency has become increasingly involved in the judicial process. In every litigation the protection of our national security complicated enormously the often complex legal issues, and the courts themselves have defined a sharply limited area within which national security is paramount. By so doing, the courts safeguard the constitutional rights of American citizens. In every court case to which the Agency was party it has been Mr. Houston's responsibility to present to the courts, in camera where necessary, the reasons for asserting considerations of national security.

Mr. Houston is both creator and principal practitioner of "intelligence law", a new body of law derived from the continuing flow of Agency activities, particularly clandestine operations. Mr. Houston was called upon to create new legal concepts and instruments to resolve problems unique to the profession of intelligence and to the needs of our national security. His solutions have become precedents in this growing and highly specialized legal field.

As this Agency's first and only General Counsel, Mr. Houston has practiced two professions simultaneously: intelligence and the law. Through the quality of his performance in each, the Agency has gained immeasurably while the government as a whole has been a beneficiary.

DISTRIBUTION: ALL EMPLOYEES

30 March 70

Per Ada Kimsey, NCSL: /

Agriculture is prepared to film all of the winners.

There will be no studio as such set up at Agriculture and all of the filming will be on "location".

If the photographers cannot make the film of Mr. Houston in his office, they have suggested going to his home and making the film there.

The cost of each film clip will be approximately \$600.

A meeting has been scheduled for 10:30 a.m., 31 March, in room 1605 of South Agriculture Building (14th and Independence Avenue) to discuss the details of making the films. Ada asked that who ever attends be able to give the "go ahead" and possibly have a purchase order with them. This authorization can be sent to Agriculture after the meeting, however.

Requisition Number for Posters Career Service Awards - April 1970

760-271-70



National Civil Service League

Hold for Release
March 19, 1970

Information: Ada R. Kimsey
Assistant Director

NEWS

League Picks Top Ten

An astronaut, a housing economist, an agricultural researcher, a diplomat, a communications lawyer--these are among the ten outstanding federal government employees whom the National Civil Service League named today for honor. They will receive the League's 1970 Career Service Award--sometimes called the "Nobel prize in government"--when the League holds its 16th yearly awards banquet on May 8 at the Washington Hilton.

Announcing the Awardees in a reception today at the Federal City Club, NCSL President Mortimer M. Caplin commented on the great variety of occupations represented by these government career Award Winners. Mr. Caplin noted that--in pursuing their varied careers--"these winners have contributed in many important ways to improving the quality of our national and international life." "These people," he said, "have walked on the moon, developed fairer housing programs, modernized our tax collecting system, devised ways to deliver the mail quickly and cheaper, all as a part of performing their duty as career employees of the United States government".

The ten 1970 Award Winners are:

Vernon D. Acree, Assistant Commissioner (Inspection), Internal Revenue Service, Department of the Treasury for his distinguished service and for the development of the IRS internal security operations;
Dr. Beatrice Aitchison, Director, Transportation Economics Branch, Post Office Department, for her accomplishments in gaining economic transportation of the mail;
Neil A. Armstrong, Astronaut, National Aeronautics and Space Administration, for his pioneering in space;
Ned D. Bayley, Director of Science and Education, Department of Agriculture, for his expertise in administering a research program and bringing its results to the people;
Henry Geller, General Counsel, Federal Communications Commission, for his work in many areas of national communications policy, among them, regulations for community antenna television and the development of a policy for the use of communications satellites;
Philip C. Habib, Member and Senior Advisor, Paris Peace Talks, Department of State, for his lifelong work in international relations, particularly for his work in Saigon and now in Paris;

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Associate Director
RICHARD A. STAUFENBERGER
Assistant Director
ADA R. KIMSEY

NCSL
League Picks Top Ten

Page 2

Lawrence R. Houston, General Counsel, Central Intelligence Agency, for his design of CIA's legal structure and his expertise in intelligence law;
Henry L. Newman, Regional Director, Southwest Region, Federal Aviation Administration, Department of Transportation (Ft. Worth), for his high efforts to advance aviation safety and growth and his ability to interpret these issues to the community;
William J. Page, Director of Field Coordination, Department of Health, Education, and Welfare, for his extraordinary ability to administer many programs involving many levels and jurisdictions of government--most recently seen in his work as Regional Director of HEW in Atlanta;
William B. Ross, Deputy Under Secretary for Policy Analysis & Program Evaluation, Department of Housing and Urban Development, for his major role in shaping new directions within the area of housing and related programs.

At the Awards Program, each winner will receive \$1,000, an inscribed gold watch and a plaque of honor.

Since 1955 the National Civil Service League has yearly paid honor to ten top federal career employees. The program's purpose is not only to honor these employees but to:

- *encourage others in government to pursue excellence
- *promote public appreciation of quality in government
- *stimulate able young people to choose careers in government

Many of the more than 1,000 expected at the May 8 banquet at the Washington Hilton will be from the ranks of the 150 former Awardees. Also expected are community business and professional leaders and high government officials.

NATIONAL CIVIL SERVICE LEAGUE
1028 Connecticut Avenue, N.W., Washington, D.C. 20036, 659-4714

CAREER SERVICE AWARDS DINNER PROMOTION

1970

For further information: Ada R. Kimsey, 1028 Connecticut Avenue,
N.W., Phone: 659-4714

INTRODUCTION

Your help can make this event a success! Since the two primary purposes of the Career Service Awards Program are to honor outstanding federal career employees, and to help raise public service's prestige, the program must be successful in two critical aspects:

1. Broad attendance from the Awardees' co-workers, friends and community at large. We work for an attendance of government employees in order to encourage the Award Winners, and to stimulate others in government. We want attendance from the community to impress them with the fact that our government is manned by able and dedicated people.
2. Widespread publicity through press, radio and television to enhance the prestige of government service, and encourage others to build public service careers.

That is why we urgently need your cooperation in promoting the banquet, as we indicated in the letter we sent your agency head.

To help you promote your agency, your winner and the banquet, we have prepared the attached set of instructions. We are asking one personnel and one information staff member to be our "key contact" in your agency, and to fill out the card we have provided. Although you may delegate responsibility for each of the specific functions listed below and explained on the attached sheets, we will try to work directly with you so as to keep communications open and avoid duplication or confusion.

The functions discussed on the attached sheets are:

- | | |
|---------------------------------|--|
| 1. TICKET PROMOTION | 4. PUBLICITY -- PHOTOGRAPHY |
| 1a. Sample promotional campaign | 5. PUBLICITY -- COLOR FOOTAGE TO
ADVERTISE YOUR WINNER AND
YOUR AGENCY |
| 2. FURTHER ATTENDANCE PROMOTION | 6. WINNER'S STATEMENTS |
| 3. PRESS LISTS AND PUBLICITY | 6a. Sample Statement |

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NATIONAL CIVIL SERVICE LEAGUE
1028 Connecticut Avenue, N.W.
Washington, D.C. 20036

Phone: 659-4714

TICKET PROMOTION

Each agency is requested to promote as many sales as possible within the agency. To that end, the League has provided you with reservation forms at the special government employees discount rate of \$15 per ticket (non-government tickets cost \$25) and with promotional materials. You may use the promotional materials we supply, but we suggest you revise these slightly for your own internal use and set up a system of promotion similar to that for U.G.F., with one person centrally responsible. A letter from your agency head for general distribution has proven most helpful in the past. In addition, you'll want to use every other aspect of your office communications network: newsletters, bulletin boards, memos and telephone calls.

Some of the information which should be useful to you:

1. The Career Service Awards Banquet is a major Washington event. A unique feature of this program to honor outstanding service in the federal government is the high degree of federal and community participation. Since this dinner recognizes one of your colleagues, many co-workers -- with families and friends -- will want to attend.
2. The 16th Annual Career Service Awards Dinner will take place at 7:30 p.m., Friday, May 8, 1970, Washington Hilton. It will be preceded by a reception and cash bar at 6:30 p.m. Tickets are \$15 for government employees, \$25 for non-government persons.
3. We are providing a supply of reservation forms for your use. As soon as reservations are made, please return them, with payment, to the National Civil Service League.

RESERVATIONS DEADLINES

Reservations may be made for individual seats as well as for tables of 10. Reservations for tables must be received by Monday, April 27.

Dinner tickets will be mailed or given to the key person responsible in each agency for all reservations received prior to April 27. You will then distribute them in table blocks that you have organized. Individual reservations will be accepted through Monday, May 4. After that date all tickets may have to be held at the door and made available on the evening of May 8.

All checks and money orders should be payable to National Civil Service League.

NCSL Career Service Awards Program -- 1970 #1a

SAMPLE PROMOTIONAL CAMPAIGN

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of the Secretary
Washington, D.C. 20250

(copy)

OFFICE OF PERSONNEL

March 7, 1968

Mr. Jean J. Couturier
Executive Director
National Civil Service League
1028 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Jean:

You asked me to summarize for you the significant things that we did in USDA a year ago that netted \$5,661.00 in connection with the 1967 Career Service Awards Banquet.

1967 Summary of USDA Tickets Sold and Contributions

284 tickets x \$15.00 = \$4,260.00
20 tickets x \$25.00 = \$ 500.00
304 tickets = \$4,760.00

Contributions..... = \$ 901.00
TOTAL \$5,661.00

Three Major Things Did It for USDA in 1967

1. Secretary: Personal interest, support, encouragement, and actual participation by Secretary of Agriculture Orville L. Freeman and wife Jane.
2. Winner: Our USDA 1967 winner Horace D. Godfrey is tops in personality and popularity within USDA. He gave solid and willing cooperation to me and others from start to finish.
3. Organization: Blessed with one and two above, we organized a simple but effective campaign for moving tickets and informing people who may be interested in making contributions.

a. Team of Key People

Joseph M. Robertson, Assistant Secretary for Administration
*E.R. Draheim, Chief, Employee Development, Safety & Welfare
Division, Office of Personnel, Office of the Secretary
**Bob Beach, Deputy Administrator, Management, Agricultural
Stabilization and Conservation Service
Duke Dullars, Director of Information, ASCS
Don Cooper, Personal Assistant and Writer to Horace D. Godfrey, ASCS

-2-

b. Important Things We Did

- (1) Issued big posters for easel display.
- (2) Issued smaller posters for mass posting and distribution.
- (3) Issued over 500 National Civil Service League personal letters. Typed on robot machine and addressed envelopes.
- (4) Organized effective sales force within ASCS with John Bolish as Chairman.
- (5) Issued personal letter and notice over signature of Assistant Secretary for Administration to all members of Secretary's staff, to all USDA Agency Heads, all Associate Agency Heads, all Agency Assistant Administrators for Management, and all Agency Personnel Officers.
- (6) The effective (NCSL) flyer with picture and summary of each candidate was attached to everything issued under (3), (4), and (5) above.
- (7) E.R. Draheim, with large poster of USDA winner, at a table, and a cigar box full of \$5.00 bills for change, was present at Secretary Freeman's 15 minute daily (before work hours) Staff Meetings with the top-side promotion. Nearly all tickets outside of ASCS were sold at these meetings. And the word got around.
- (8) Developed simple but effective system for receipts and name records of people who purchased tickets.
- (9) Gave you and your staff everything you requested on a moment's notice via my personal secretary using taxi.
- (10) I personally served as the one point of contact between your office and USDA.

With smooth but efficient organization in motion, all I had to do was watch the money roll in and keep postering you for exactly 104 more tickets than the 200 you originally allocated to USDA.

We already have our comparable USDA organization underway for 1968. Another winner from a different USDA Agency with all different Agency people at work.

I hope this is helpful to you.

Sincerely,

E.R. Draheim
Chief, Employee Development

NCSL Career Service Awards Program -- 1970

#2

NATIONAL CIVIL SERVICE LEAGUE
1028 CONNECTICUT AVENUE N.W.
WASHINGTON, D.C. 20036 Phone: 659-4714

FURTHER ATTENDANCE PROMOTION

DINNER INVITATION LISTS

Lists should be drawn up on each winner indicating non-governmental firms and individuals who can be invited by the League and/or by yourselves to attend and support the dinner. We will send letters of invitation, and will ask you to follow up by phone or by other letters from your agency if you think this would help.

Please give us addressed (unfranked) envelopes, in each of the following categories:

- a. The homestate Congressman and two Senators of the Awardee.
- b. Business firms and organizations that should be interested in joining us at the banquet to honor your Awardee.
- c. Professional organizations that would be interested in the Awardee -- especially those identified with his profession.
- d. Friends and colleagues of the Awardee, in government, especially in agencies other than yours.
- e. Friends and colleagues not in government.

Your winner's secretary is being asked to supply names too. So you might want to speak to her.

Since you will handle promotion of attendance from your agency, do not give us lists of government employees in your agency unless you wish us specifically to invite them, or unless you think they will more readily respond to our invitation.

Please separate your envelope into two categories - one for all people in government (so we may invite them to attend at the reduced government rate) and one for all people not in government.

Dinner Invitation Lists Deadline

The deadline for submission of the above to the League at 1028 Connecticut Avenue N.W. is 10/1/70.

NCSL Career Service Awards Program -- 1970

#3

NATIONAL CIVIL SERVICE LEAGUE
1028 CONNECTICUT AVENUE, N.W.
WASHINGTON, D.C. 20036

Phone: 659-4714

PRESS LISTS AND PUBLICITY

A unique aspect of the Career Service Awards Program is its goal of enhancing the prestige of public service on a national scale. It is important that the general public know about the significant careers of the employees who win this coveted award. It is important to encourage able people to seek government careers. To that end, we ask your help in mounting a public information program geared to your own winner (we will issue general releases as the event draws near). We ask you to help by:

1. Sending out releases on your winner, including, if possible, statements by your agency head and others that would help get coverage; you are urged to send press releases as often as possible.
2. Arranging for "human interest" or "profile" articles on your winner in Washington and national papers, magazines, etc.
3. Cooperating with us in arranging television and/or radio interviews of your winner, agency head and others by helping our staff with suggested interviews and assistance as we are able to develop these.

PLEASE provide the League with two copies of each release and/or statement you issue and, if at all possible, please give us copies before or after the banquet of any press clippings that are generated.

NCSL Career Service Awards Program - 1970

#4

NATIONAL CIVIL SERVICE LEAGUE
1028 CONNECTICUT AVENUE, N.W.
WASHINGTON, D.C. 20036 Phone: 659-4714

PUBLICITY - PHOTOGRAPHY

An important part of the Career Service Awards program, from the Awardees' point of view, is to have mementoes of the affair in pictures. Pictures also help winners' agencies in their own publicity and in later recruiting efforts, etc. The League would also like to have pictures for its publications and for its scrapbook. Hence, you are welcome to assign a photographer to supplement the work that will be done by the U.S. Civil Service Commission photographer. Your photographer may take pictures at the reception and at the banquet. If you do assign a photographer, the League would be grateful if you would provide the Awardee, others included in any picture, and your agency head with a copy of each picture. We would also appreciate your furnishing the League with two copies of each picture. Be sure to indicate on reverse of each picture, if at all possible, the identification of the people in the picture.

NCSL Career Service Awards Program -- 1970

#5

NATIONAL CIVIL SERVICE LEAGUE
1028 Connecticut Avenue, N.W.
Washington, D.C. 20036

Phone: 659-4714

PUBLICITY - COLOR FOOTAGE NEEDED TO ADVERTISE YOUR WINNER
AND YOUR AGENCY

This year's gala Career Service Awards Program will have many innovations: one of the most exciting will be a very short color motion picture of the Award Winners at work.

after individual presentation at the banquet
What we ask you to supply is 90 seconds (54 ft.) of 16mm. silent color film. We plan to splice these together ~~for presentation at the banquet~~ and for possible later use in an upcoming film on government service. So both your winner and your agency will gain further deserved attention through your contribution of 90 seconds of film. We would hope that as you turn into Cecil B. DeMilles you avoid pictures of desks and in and out boxes.

Our deadline for receiving the film is: April 15, 1970.

NCSL Career Service Awards Program -- 1970 #6

NATIONAL CIVIL SERVICE LEAGUE
1028 CONNECTICUT AVENUE N.W.
Washington, D.C. 20036 Phone: 659-4714

WINNER'S STATEMENTS

We will need two statements about each winner by April 22, 1970.

One will guide us in preparing the citation read to the Awardee when a League Officer presents the Award.

One will be short -- one or two sentences -- to help your agency head when he introduces the winner.

Please prepare four copies of each, double spaced.

NCSL Career Service Awards Program -- 1970 #6a

SAMPLE CITATION

NATIONAL CIVIL SERVICE LEAGUE CAREER SERVICE AWARD CITATION

JOHN CARLOCK

Fiscal Assistant Secretary of the Treasury

Department of the Treasury

John Carlock, in your career you have been at home among the intricacies of both public law and public finance. And you have consistently demonstrated that, far from being musty and sterile, these are in fact fields of broad opportunity for the exercise of imagination and ingenuity; and of the leadership that transmutes mere ideas into practical instruments of government.

In recent years particularly, you have presided over the fashioning of policies that concern such ancient problems as the availability of public money sufficient to pay the public bills. But your accomplishment also has encompassed solutions to brand new problems, typically those posed by America's involvement in the exercise of global responsibilities. That you have seen these things through under circumstances of decreased manpower but larger staff workload is evidence enough that we honor a man of extraordinary ability.

**RANDOM NOTES FROM NCSL LUNCHEON
24 March 1970**

Awards dinner of 8 May 1970 will be dinner only -- no dance.

Black tie for those seated at head table; others, optional dress.
Women -- cocktail dresses.

Speaker will be Ambassador Goldberg.

Mr. Raymond Nathan, Vice President of Ruder & Finn of Washington, Inc., is handling the publicity arrangements and is attempting to arrange participation of awardees on the talk shows in the New York area, i.e., Today Show, Johnnie Carson, etc.

Mr. Nathan seems very interested in using Mr. Houston if one of these shows can be arranged and will probably want to talk with [redacted] re extent of subjects that can be discussed.

Mr. Nathan's address is 1819 H Street, N. W., phone: 659-1820.

Considerable confusion exists concerning the 90-second color film of each awardee. Mr. Couterier had the impression, and claims he got this from Mr. Helms or Mr. Wattles, that the Agency was prepared to film all 10 winners.

Everyone was prepared to jump on this bandwagon though I assured them I felt there must have been some misunderstanding.

Dr. Barney Draheim of Agriculture indicated they were prepared to make the films and estimated a cost of \$600 from each agency. It is anticipated that each film would be 5 minutes long and edited down to 90 seconds. There appears to be merit in one outfit performing the entire function in that the quality and shooting techniques would be the same. Dr. Draheim could not give me a technician contact in Agriculture but indicated he would call me this afternoon.

Mr. Gene Marianetti, Protocol Officer for NASA, indicated they likewise had a capability of filming the various awardees but quickly added it would have to be let on a contract basis.

My best guess at this point is that Agriculture will handle the majority of the filming with CIA probably handling our portion.

The Career Service Awards

The yearly Career Service Awards Program constitutes one of the NCSL's major projects in its drive to bring about a healthy, dynamic public personnel system . . . a system able to deal constructively with the flood of demands pressing today on the public service.

Clearly, in this era we cannot expect government to cope if it must depend on a shoddy staff with low morale and even lower responsiveness to the public it serves.

Fortunately, it does not have to. For, as the National Civil Service League knows, government is served by thousands upon thousands of highly competent public employees who *like* the challenge and variety of public service.

At the same time, the League knows that these employees need encouragement which a citizen group—such as the League—can provide. The League is aware, as well, of the many other public service goals it can help achieve. So, since 1955 the League has presented its colorful Career Service Awards Program to

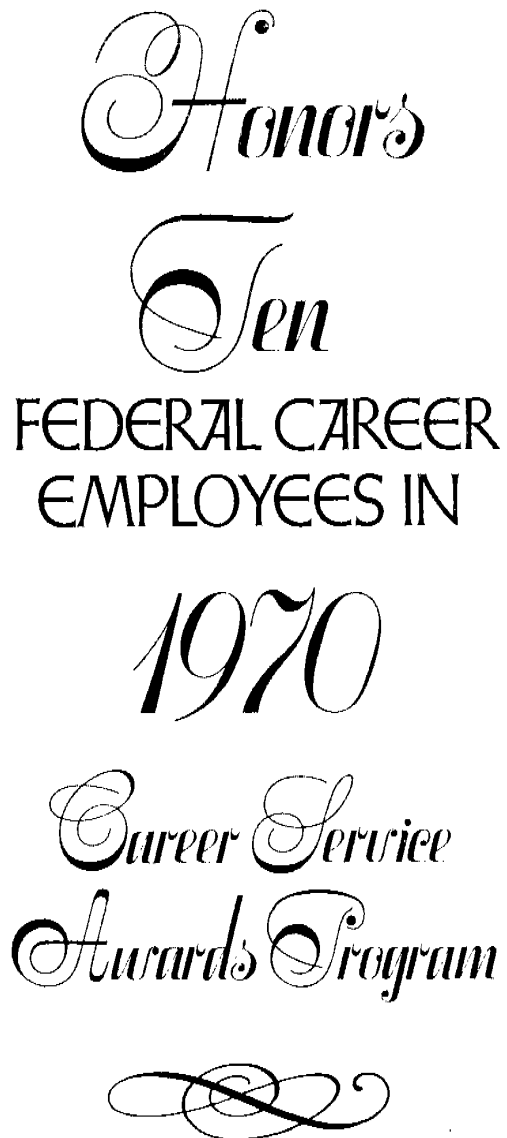
- recognize career public employees for significant contributions
- encourage excellence in government service
- promote public appreciation of quality in government
- stimulate able young people to build government careers

Yearly, the League picks ten representative career public servants to honor at a gala Awards Banquet. These winners receive a citation, a gold watch and \$1,000 tax free. Business firms, organizations, individuals interested in a quality public service sponsor this program. They join the President of the United States, cabinet officers, legislators, government officials and others to laud the Awardees. The world press reports this colorful occasion.

THE NATIONAL CIVIL SERVICE LEAGUE

. . . is a nonpartisan, nonprofit citizens' organization founded in 1881 to promote efficiency in federal, state and local government. Its publications and action program of research-education-counselling-advisory services represent the *citizens* in promoting improvement of public management. It is supported by tax-deductible gifts from citizens, organizations, corporations and foundations who are concerned with the quality of public administration in our society. Membership is open to all who want to help improve government.

National Civil Service League
1028 Connecticut Ave., N.W.
Washington, D. C. 20036



It's An Honor To Honor Top Career Employees

VERNON D. ACREE

Assistant Commissioner (Inspection) Internal Revenue Service

integrity, diligence, devotion to duty . . . these qualities are nowhere more compellingly displayed than in the person and career of Vernon D. Acree. And nowhere were these qualities more valuable to public service than at the time he became virtually the first Director of the IRS Internal Security Division. For the time was 1953 when Mr. Acree—a career investigator in a number of federal agencies—began building that raw investigative arm, in the wake of IRS scandals. In 1959, Mr. Acree achieved his present position, and added the supervision of the Internal Audit Division to his duties.

DR. BEATRICE AITCHISON

Director, Transportation Economics Branch, Post Office Department

Many Americans would like to see government cost less money. So would Dr. Aitchison, and she does something about it. In directing the Post Office's work in transportation rate making, she and her staff see to it that their department pays the lowest possible charges for transportation services—resulting in yearly savings of millions of dollars for the taxpayer. A government "pro" who began at the lowest professional level, she is famed outside the government, as well, for her record as a researcher, innovator, teacher and leader in the field of transportation economics.

NEIL A. ARMSTRONG

Astronaut, National Aeronautics and Space Administration

What more can be said about Neil A. Armstrong than to praise him for his unflagging generosity of his time and self in sharing his adventure with all Americans, and for allowing us to pay him yet another honor? It should be mentioned that there was a Neil Armstrong before he took that "giant leap for mankind;" that Neil Armstrong was and is a civil servant. Therefore he should be famous for yet another reason: he is the best-known representative of that band of government employees who hold "adventure" jobs.

NED D. BAYLEY

Director of Science and Education, Department of Agriculture

Dr. Bayley's flair for administration, combined with his knowledge of his field and genuine concern for people, ensures the success of his office's important mission. He helps to bring about a stronger America by overseeing Agriculture's research operations, and getting the resulting information to the people who will use it. In so doing, he has also been outstandingly effective in improving and expanding federal-state cooperation in his area. A dairy scientist and former university professor, Dr. Bayley switched to government service in 1955.

HENRY GELLER

General Counsel, Federal Communications Commission

Henry Geller's many advocacies—both in and out of government—speak of his abilities which far surpass mere technical competence in the law; they speak of his acumen, imagination and mature judgment. They point to the fact that he has played an important policy role in communications history . . . in designing policies to implement and administer the Communications Act and the Communications Satellite Act, for example. Except for a year on leave serving with the Illinois Supreme Court, Mr. Geller has moved up through the legal ranks at FCC, NLRB and the Department of Justice since 1949.

PHILIP C. HABIB

Member & Senior Advisor, Paris Peace Talks, Department of State

Although he started out as an economic officer with Foreign Service 20 years ago, Mr. Habib is perhaps most prized by his colleagues and his department for his all-around brilliance—that is, his talent for representing our country in a variety of highly sensitive policy matters with skill, insight and superior executive ability. His diplomatic service has taken him from Ottawa, to Wellington, to Trinidad, to Seoul, to Saigon, and now to Paris. Just before accepting his present assignment, he served as Deputy Assistant Secretary, Bureau of East Asian and Pacific Affairs.

LAWRENCE R. HOUSTON

General Counsel, Central Intelligence Agency

After World War II service with the OSS, Mr. Houston, an attorney, stayed with government to help create the legal foundations for the CIA. His work on the National Security Act of 1947 (which set up CIA's mission) and the CIA Act of 1949 (for which he designed the legal tools for the agency's functioning) is all the most remarkable in that it broke new, untried ground. Equally important, this framework was so well constructed that it has needed no changes in the ensuing years. He is valuable to our country, as well, for his expertise in intelligence law, a new and growing body of law.

HENRY L. NEWMAN

Regional Director, Southwest Region, Federal Aviation Administration
Department of Transportation

The FAA's man in the Southwest is a man whose diversified abilities have been useful to the government in many ways. Through the years, whether he was stationed in Anchorage, New York City, Kansas City or Ft. Worth, his untiring efforts have advanced the causes of aviation safety and planning for aviation growth. Currently, he handles the full range of technical and administrative activities in a five-state region, and is famed as a "community man." As such, he has successfully interpreted to the community at large his agency's programs.

WILLIAM J. PAGE, JR.

Director of Field Coordination
Department of Health, Education, and Welfare

Ten rungs up the ladder during the years 1950 to 1970 is the record that William J. Page, Jr. has established in his federal government career. But that progression speaks only for one part of his superlative public service career. Mr. Page is known, as well, for his determination and ability to accomplish the public business, and his uncompromising integrity. In his most recent post, as HEW's Regional Director in Atlanta, he was famed for his candor and consummate ability in working with many branches of state and city government.

WILLIAM B. ROSS

Deputy Under Secretary for Policy Analysis and Program Evaluation
Department of Housing and Urban Development

At various times last year, Mr. Ross served in three other capacities in addition to the office he held then and still holds. This fact offers just one indication that his excellent grasp of housing economics has made him invaluable to his agency. He has served with talent and diligence in forming new ideas for draft legislation, and carrying out subsequent housing and related programs of the Housing and Urban Development Act. For example, he developed the ten-year housing goal concept of "a decent home and a suitable living environment for every American family," which Congress adopted.



NATIONAL CIVIL SERVICE LEAGUE

Washington Hilton Hotel, May 8, 1970

1970 CAREER SERVICE AWARDS PROGRAM

6:30 p.m. Reception, 7:30 p.m. Banquet

10 WINNERS NAMED FOR SERVICE AWARD

WASHINGTON, March 21 (UPI)—The National Civil Service League has named the recipients of its annual awards to the 10 outstanding Federal government employees. Winners include an astronaut, a diplomat and a postal official.

They will receive the league's 1970 Career Service Award at the 16th annual awards dinner here May 8. Winners receive \$1,000 each, an inscribed gold watch and a plaque, it was announced Wednesday.

The 1970 awards will go to: Vernon D. Acree, Assistant Commissioner of the Internal Revenue Service, for distinguished service in the development of the I. R. S. internal security operations.

Dr. Beatrice Alitchison, director of the transportation branch of the Post Office Department, for work in achieving more economic movement of the mail.

Necil A. Armstrong, astronaut, for his space pioneering.

Ned D. Bayley, director of science and education in the Agriculture Department, for his research programs.

Henry Geller, general counsel of the Federal Communications Commission, for work dealing with regulation of community antenna television and development of policy for use of communications satellites.

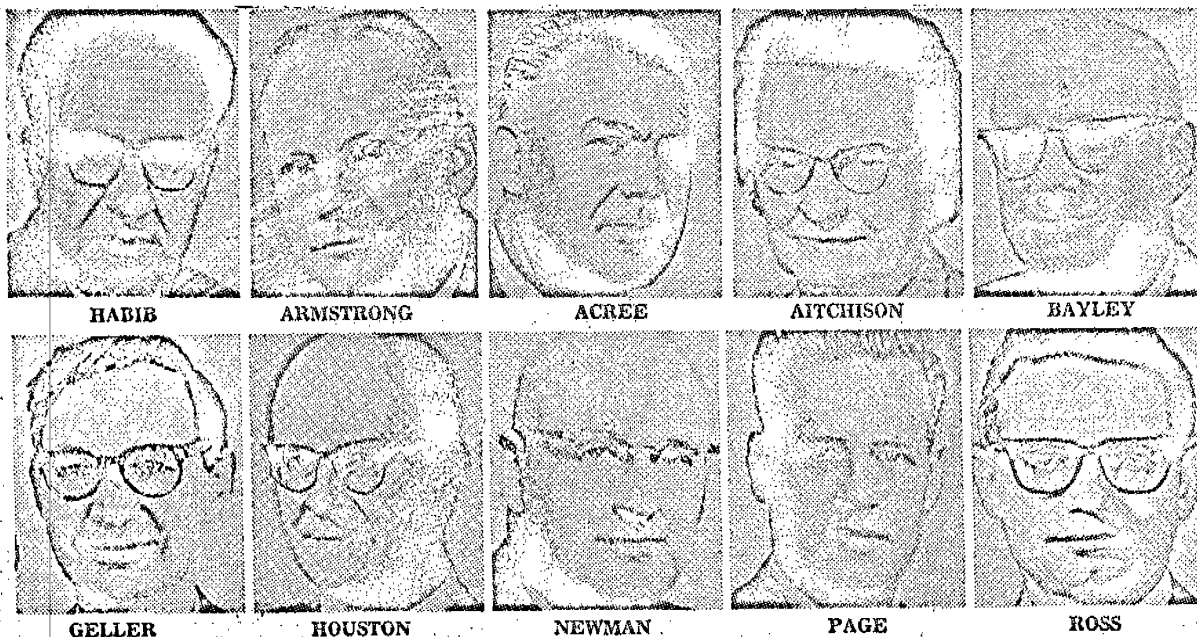
Philip C. Habib, United States senior adviser at the Paris peace talks, for his lifelong work in international relations.

Lawrence R. Houston, general counsel, for Control Intelligence Agency, for his design of C.I.A.'s legal structure.

Henry L. Newman, southwest regional director of the Federal Aviation Administration at Fort Worth, for his efforts to advance educational safety.

William J. Page, director of field coordination for the Department of Health, Education and Welfare, for his ability to administer programs involving many levels and jurisdictions of government.

William B. Moss, Deputy Under Secretary for policy analysis and program evaluation, in the Department of Housing and Urban Development, for his role in shaping housing and related programs.



Habib, Armstrong Win New Awards

Diplomat Philip C. Habib and astronaut Neil A. Armstrong have achieved the rare distinction of being cited twice in a few months as top employees of the federal government.

Their latest honors were announced today. They are among 10 persons selected for the 15th annual career service awards of the National Civil Service League.

Each League honoree will be given \$1,000, an inscribed watch and a citation at a banquet May 8 at the Washington Hilton Hotel. The awards are made to encourage excellence in government service.

Habib, senior U.S. adviser at the Paris peace talks, shared a \$10,000 Rockefeller Public Service Award last December, presented annually by Princeton University.

Armstrong was given an Arthur S. Flemming Award last month by the Downtown Jaycees as one of the 10 outstanding young men in government, and has received other honors as well for his lunar exploration.

Officials could recall no precedent for a Civil Service League honoree getting one of the other top awards in the span of a few months.

The others cited by the league are:

• Vernon A. Acree, assistant commissioner of the Internal Revenue Service. He set up the tax agency's internal-security system.

• Dr. Beatrice Aitchison, director of the Post Office Department's transportation economics branch. She has saved taxpayers millions by getting the Post Office the lowest possible transit charges, the league said.

• Ned D. Bayley, director of science and education for the Agriculture Department, for administering Agriculture's research and "bringing its results to the people."

• Henry Geller, general counsel of the Federal Communications Commission. He helped develop regulations for community an-

tenna television and policy for use of communications satellites.

• Lawrence R. Houston, general counsel of the Central Intelligence Agency, who developed the legal basis for the spy agency.

• Henry L. Newman, Southwest regional director for the Federal Aviation Administration, who is "famed as a 'community man' " in advancing aviation growth and safety.

• William J. Page Jr., director of field coordination for the Department of Health, Education and Welfare and former regional director in Atlanta, focus of much of HEW's desegregation activity. A man of "uncompromising integrity," Page is "famed for his candor and consummate ability in working with many

branches of state and city government," the league said.

• William B. Ross, deputy undersecretary of the Department of Housing and Urban Development for policy analysis and program evaluation. He developed HUD's 10-year housing program and frequently has handled several assignments at once.